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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:  
David W. Roth et al.

Reissue Application No.: 10/655,549

Filed: September 4, 2007

Group Art Unit: 3622

For: Internet Advertising System

Examiner: James W. Myhre

**INFORMATION DISCLOSURE STATEMENT (IDS)**

**VIA FEDEX**

U.S. Patent and Trademark Office  
Customer Service Window, Mail Stop Amendment  
Randolph Building  
401 Dulany Street  
Alexandria , VA 22314

Dear Sir:

Pursuant to 37 CFR §§1.56, 1.97 and 1.98, the attention of the U.S. Patent and Trademark Office is hereby directed to the references listed on the attached PTO/SB/08 forms. It is respectfully requested that the information be expressly considered during the prosecution of this application, and that the references be made of record therein and appear among the "References Cited" on any patent to issue therefrom.

The IDS is being filed before the first Office Action on the merits.

References BA through BL and CA through CH were cited in application Serial No. 08/787,979, issued as U.S. Patent No. 6,285,987, the original patent of which this application is a reissue.

Reference CJ is an article describing the product development of subject matter disclosed in the present application by a prior assignee of the present application.

Reference DA (“Ebay”) was relied upon by the Canadian Patent Office in a rejection of a corresponding Canadian patent application.

References DB through DF were relied upon by the Japanese Patent Office in a rejection of a corresponding Japanese patent application. A substantive – but not a word-by-word – translation of each Japanese reference is being provided herewith. The translations were provided by Mr. Thurston Smith, a freelance translator.

References DG through DJ and reference ET, are copies of office actions/rejections issued by foreign patent offices during the prosecution of foreign patent applications corresponding to the present application.

References EA through ES are documents filed in Interference No. 104/443, of serial application no. 08/787,979, issued as U.S. Patent No. 6,285,987, the original patent of which this application is a reissue.

Whether or not the information and references disclosed in this Information Disclosure Statement is “material” pursuant to 37 CFR §1.56, this submission is not intended to constitute an admission that any patent, publication or other information referred to therein is “prior art”.

In accordance with 37 CFR §1.97(g), the filing of this Information Disclosure Statement shall not be construed to mean that a search has been made or that no other material information as defined in 37 CFR §1.56(a) exists.

Dated: November 5, 2007

Respectfully submitted,

Signature: /Benzion A. Wachsman/

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